

# Visions in Leisure and Business

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## Front Matter

Visions Editors

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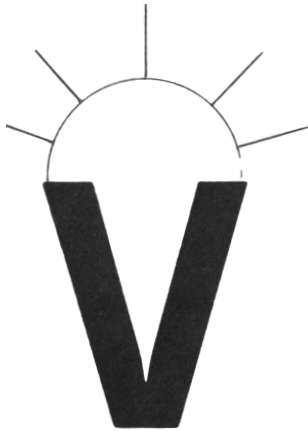
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# **Visions in Leisure and Business**



**An International Journal of Personal Services,  
Programming, and Administration**

## VISIONS IN LEISURE AND BUSINESS

There is a growing demand for information about leisure and business processes that apply to personal services, programming, and administration. Leisure is those services and activities engaged in during time that is free from duty or obligation. It is a vehicle that helps the individual change his life, thereby, making a more positive contribution to his organization and society.

VISIONS IN LEISURE AND BUSINESS is an interdisciplinary umbrella that seeks to improve delivery systems. Business processes in the leisure service industry are different because they are based upon freedom of decision as well as supply and demand. The purpose of the journal is isolation and integration of those business processes that relate to the leisure service industry. Leisure and its associated services have a unique impact upon the business institution, especially in its ability to act as a catalyst to improve the individual and his/her environment. This journal will help to improve and broaden current theory and applied methods through stimulation of ideas among traditional and nontraditional aspects of the leisure and business institution.

VISIONS IN LEISURE AND BUSINESS will not compete with existing journals, but act as a complement to fill the void between the application of leisure sciences and business processes. The first step is the exchange of ideas to give direction to the development of a comprehensive framework for the better application of information. There have been eight conceptual categories identified where professionals need information:

### Category I:

Information or models about leisure and business processes

### Category II:

Technology for the practical application of leisure processes

### Category III:

Information about the service industry to develop theory as well as practical information about how to sell and buy products and services

### Category IV:

Service industry characterizations, that is, new innovative products along with methodology in how to use them

### Category V:

Biographical characterizations to assess innovative programs with regard to effectiveness of techniques used

### Category VIII:

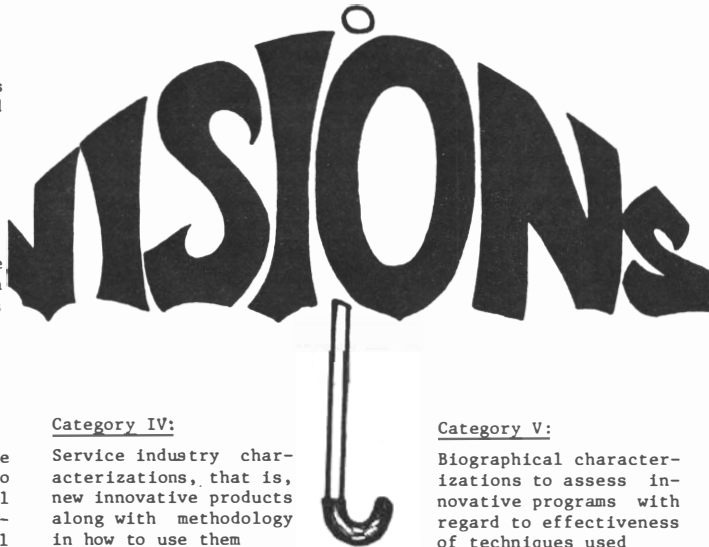
Consumer related issues in terms of better utilizing resources to obtain more from products and services

### Category VII:

Biographical characterization of individual who has made a major contribution along with ideas about the status of the profession.

### Category VI:

Characterization of an educational program and requirements needed to enter a particular segment of profession



The success of the journal depends directly upon interaction among professionals and their contributions.

There is an unprecedented demand for leisure and only through better management and the application of business processes will the current demand be met by an expanding industry. The application of sound leisure and business principles is one way to control future development of the leisure institution so that it will have a major positive impact on society.

# *Sport Management*

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## TABLE OF CONTENTS:

Article	Page
INTRODUCTION	
Sport: A Leisure Business.....5	
Robert S. Wanzel (Guest Editor)	
DEFINITION	
Identification of Outcomes/A Classification System.....9	
David L. Groves	
A Model For Employee Recreation Programming.....16	
Thomas C. Barnhart	
Interview With Giles Rochefort.....24	
Edward Kiberd	
IMPACTS	
An Interview With Bonnie Parkhouse.....29	
David L. Groves	
Interview With Peter Bavacci.....32	
Mel Byers	
Smoke Signals Sent to Your Customers Could Burn a	
Hole in Your Blanket.....36	
John Alexander	
PREPARATION	
Curriculum Development in Alternative Careers/Sports Management.....41	
Bernice Waggoner	
Sport Management Art and Science Society.....45	
Bonnie Parkhouse	

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# Introduction

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## INTRODUCTION

This is a follow-up to Volume 1, Number 2 of VISIONS IN LEISURE AND BUSINESS which examined the outcomes of activities, especially sport and the arts. The basic result was to suggest a different classification system based on outcomes. This issue builds on the theme by examining the nature of sport as a cultural experience. The Miller Lite Report on "American Attitudes Toward Sport" illustrates the pervasiveness of sport in society. Sixty-nine percent of Americans read, talk, watch, or participate in sports everyday, which suggests that sport is engrained in the American fabric/culture. Seventy-five percent of the parents encourage children to participate in athletics and 90% believe that competition is healthy, which indicates the socialization impact and the continued interest in the future. When one realizes that "ardent fans" view sports at least weekly, 99% listen or read about sports daily and over half attend 20 or more sporting events annually, the impact is not only in terms of the culture but also the economy. It is becoming one of the largest industries and is having a profound influence upon non-sports related fields such as health, fashion, and communication. The issue is clearly defined: "what is the impact of sport on society?" The basic definition of sports has been as events that involve competition. What is occurring, as indicated by the Miller Lite Report and other such studies, is that sport is becoming more of a leisure activity.

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